



ORDER

Flight Dates **09/27/12-10/01/12**

Contract / Revision **312790 /**
Original Date / Revision
 09/26/12 09/26/12
Advertiser **DCCC - Sinema/Democrat/C**
Agency **Media Strategies & Research**
Buying Contact
11350 Random Hills Road
Suite 670
Fairfax, VA 22030

Product
DCCC and Sinema For Congress 20
Agency Com 15%
Billing Contact
11350 Random Hills Road
Suite 670
Fairfax, VA 22030
Sales Office KNXVL
Sales Region LOC
Agency Ref

Order Sep 00:20:00
Estimate # **12183**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes AGY POL CAND
Product Codes PL
Priority DEF
Advertiser Ref

Primary Account Executive
 KNXV House

Account Executive	Order%	Start Date	End Date
KNXV House	100%		

Order Share 15% Market Value 72166

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	%	0
KPNX	%	0
KPPX	%	0
KSAZ	%	0
KTVK	%	0
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	85%	61341

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	19	\$6,800.00	\$8,000.00	0.00	08/27/12	09/30/12	19	\$6,800.00	\$8,000.00
October 2012	8	\$2,401.25	\$2,825.00	0.00	10/01/12	10/01/12	8	\$2,401.25	\$2,825.00
Totals	27	\$9,201.25	\$10,825.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
1	KNXV	09/27/12	10/01/12	M-F 6-7am M-F 6-7am	CM	6am-7am	1--11--	:30	3	\$150.00	P-6	0.00 NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---11--			2		\$150.00		0.00			
Week:		10/01/12	10/07/12	1-----			1		\$150.00		0.00			
2	KNXV	09/27/12	10/01/12	M-F 7-9am M-F 7-9am	CM	7am-9am	2--21--	:30	5	\$150.00	P-6	0.00 NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---21--			3		\$150.00		0.00			



KNXV

Print Date: 09/26/12

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Contract / Revision **312790** Flight Dates **09/27/12-10/01/12**

Hiatus Dates

Original Date / Revision 09/26/12/ 09/26/12

Order Sep 00:20:00

Advertiser **DCCC - Sinema/Democrat/** Product **DCCC and Sinema For Con** Estimate # **12183**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
2	KNXV	09/27/12	10/01/12	M-F 7-9am M-F 7-9am	CM	7am-9am	2--21--	:30	5	\$150.00	P-6	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	2-----					2	\$150.00		0.00			
3	KNXV	09/27/12	10/01/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	1--11--	:30	3	\$150.00	P-6	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---11--					2	\$150.00		0.00			
Week:		10/01/12	10/07/12	1-----					1	\$150.00		0.00			
4	KNXV	09/27/12	10/01/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	1--11--	:30	3	\$325.00	P-6	0.00	NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---11--					2	\$325.00		0.00			
Week:		10/01/12	10/07/12	1-----					1	\$325.00		0.00			
5	KNXV	09/27/12	10/01/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	1--21--	:30	4	\$550.00	P-3	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---21--					3	\$550.00		0.00			
Week:		10/01/12	10/07/12	1-----					1	\$550.00		0.00			
6	KNXV	09/27/12	10/01/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	1--11--	:30	3	\$500.00	P-3	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---11--					2	\$500.00		0.00			
Week:		10/01/12	10/07/12	1-----					1	\$500.00		0.00			
7	KNXV	09/27/12	09/30/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	----1--	:30	1	\$650.00	P-6	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----1--					1	\$650.00		0.00			
8	KNXV	09/27/12	10/01/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	1--11--	:30	3	\$850.00	P-6	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---11--					2	\$850.00		0.00			
Week:		10/01/12	10/07/12	1-----					1	\$850.00		0.00			
9	KNXV	09/27/12	09/30/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	-----S-	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$450.00		0.00			
10	KNXV	09/30/12	09/30/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$850.00		0.00			

*Tax 1 Note: Tax 0.5%.

Totals 27 \$10,825.00